

SPEECH-LANGUAGE PATHOLOGY & AUDIOLOGY BOARD

Third Modified Text Advertising Academic Degrees

The text in this section was not modified in the two prior 15-day modified text changes. The changes noted herein are to the text as originally noticed.

Changes to the originally proposed language are shown by:

- Double underline indicates the addition of text noticed for the third 15-day notice.
- Underline with strikeout indicates text that was proposed as new text in the original notification but is now being deleted
- Strikeout indicates deletions from existing regulatory text

1399.156.4 Advertising

(a) A licensed speech-language pathologist or audiologist may advertise the provision of any services authorized by the Act so long as such advertising does not promote the excessive or unnecessary use of such services.

~~(b) Except as provided for in subsection (c), a licensed speech language pathologist or audiologist may advertise only those degrees obtained from an educational institution approved by the board pursuant to Section 1399.152.~~

(b) A licensed speech-language pathologist or audiologist may advertise any academic degree that has been earned and awarded provided that the advertisement of that degree is not false, deceptive, misleading or in the exercise of reasonable care should be known to be false, deceptive or misleading.

~~(c) Advertising degrees from any of the following categories of institutions shall be considered by The Board may consider the following factors in determining whether advertising any degrees from the following categories of institutions is false, deceptive, or misleading:~~

~~(1) An institution that was not legally authorized or approved to award the degree by the appropriate state regulatory or licensing agency at the time the degree was awarded or at any time during which the licensee was in attendance. For the purpose of this paragraph, the Board reserves the right to disallow the authorization or approval of the institution if it determines that the state agency has not or cannot exercise appropriate regulatory oversight over the institution in question.~~

~~(2) An institution whose accreditation or state approval was revoked within one (1) year after the degree was awarded.~~

~~(3) An institution which has been determined by a judicial or administrative tribunal to have operated illegally in violation of state or federal law at the time the degree was awarded or at any time during which the licensee was in attendance.~~

~~(4) Any institution which makes false, deceptive or misleading advertisements or claims with respect to the rigor, integrity or quality of the degrees it awards.~~

(ed) Representation of non speech language pathology or audiology earned academic degrees is not prohibited, if the degrees are from a school college, or university listed in the "Accredited Institutions of Postsecondary Education" handbook issued by

~~the American Council on Education.~~ If these degrees are generic, such as Ph.D., Ed.D., M.S., M.A., ~~and~~ or M.Ed., the holder may represent them, but shall specify the discipline in which each particular degree was earned.

NOTE: Authority cited: Sections 651 and 2531.95, Business and Professions Code. Reference: Sections 651, 2533 and 17500, Business and Professions Code

Dated: _____

Annemarie Del Mugnaio
Executive Officer, Speech-Language
Pathology & Audiology Board